

## NCPLA President's Message

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The General Assembly has come and gone and is back again. It's been a busy year already and I can't recall seeing the hallways so crowded in prior years. We have seen records broken; both temperatures outside, and inside the hallways of the NC General Assembly with vetoes, overrides and even record short sessions. With many new faces of legislators and lobbyists, what has remained constant is the cohesion of the lobbying community and the members of this organization. With few exceptions, the new General Assembly has been welcomed by the lobbying community and has a very positive view of both our organization and lobbyists in general. For that, I personally

thank you.

As a result of discussions with NCPLA, the Secretary of State's office and the NC General Assembly representatives earlier this year, Senate Bill 620 "Clarify Use of Position" was ratified on June 18, 2011 and alters the reporting requirements applicable to lobbyist principals. The bill changes the requirement to report payment for all lobbying services on a quarterly basis to an annual basis. The bill also requires that the lobbyist principal, as part of the annual report and in addition to other reporting requirements, include the cumulative combined total of all payments for lobbying and other activities made by the principal to all lobbyists registered for that principal as one cumulative amount, with no further division, allocation or categorization. The act would become effective October 1, 2011 and applies to reports filed on or after that date. We appreciate the NC General Assembly's efforts in clarifying the reporting process and look forward to working together to further improve the lobbyist reporting and registration process.

As you may have read, the NC General Assembly has appropriated funding for, and will be exploring options for increased security. I have been researching how lobbyists are dealt with in legislative buildings that have badges and security checkpoints. I reached out to Senator Brock to offer the assistance of NCPLA in development of this new procedure and implementation. In other states such as Pennsylvania, lobbyist identification badges are only for lobbyists to enter the building (without going through the screening process behind lines of school children and the public visitors). As this process advances, I will be in touch with the Association with more information.

Finally, due to the exceptional heat, we have decided to delay our Durham Bulls lobbyists and family night until April, 2012. In its place, we will be hosting an End of Summer/Bring on the Constitutional Special Session Networking Event on September 8th. Also, while you have your calendars out, please make sure to plan to attend the 2011 NCPLA Annual Meeting, October 10 & 11 and look for other education opportunities early next year. More details on both of these events are included in this newsletter, and I hope you will all plan to attend.

As always, I encourage you to contact me with any questions or concerns. The strength and future of this organization depends on you.

Enjoy the remainder of your summer!

*Amy*

# North Carolina's Political Twitterverse

The online social media site *Twitter*, which has been around since 2006, experienced a huge surge in popularity this year in the lobbying community. World-wide, *Twitter* is currently estimated to have 200 million users, generating 200 million tweets per day. And here in Raleigh, reporters, legislators, lobbyists and other opinion leaders have flocked to the site.

*Twitter* revolves around the principle of followers. When you choose to follow another *Twitter* user, then that user's tweets appear in reverse chronological order on your *Twitter* home page.

*Twitter* is an excellent tool for finding minute-by-minute "real-time" news from the House and Senate floor sessions and other key committee meetings. It's a great resource for reporters to link to their latest stories or blog posts. Legislators and lobbyists alike post their thoughts on pending bills, debate and other hot topics.

Admittedly, it can be a bit overwhelming for someone who has not used the site before. But once you get the hang of it, it's actually quite simple to use.

Here's a primer on how to get started with Twitter:

1. Go to [www.twitter.com](http://www.twitter.com) and sign up for a free account.
2. Create a bio. Make it interesting. This will help you build up followers.
3. Figure out who to follow. You will likely find that you know quite a few people on Twitter. Using the menu

tab on your page click on 'Who to Follow', and there are several ways to find people on Twitter.

4. Tweet! If you want to let your followers know what you are doing, type it in the 'What's happening' text box and then click on the 'Tweet' button. Note that tweets are limited to 140 characters or less.

Here is a sampling of some prominent members of the Raleigh political Twitterverse to get you started:

- Political organizations: NCGOP, NCDem-Party, NCHouseGOP, NCSenateDems, MyNCSenate, nchousedems, etc.
- Members of the Capitol Press Corps: Josh\_Ellis, FO\_Woolverton, NCCapitol, kellymccullen, garydrobertson, Barry\_Smith, LauraLeslie, binker, acurliss, emerydalesio, dankanenando, BoyumNews14, etc.
- Administration & State agencies: ncgovoffice, NCDENR, NCDOT, NCCommerce
- Legislators: thomtillis, SenatorBerger
- Other notable Twitter accounts: gercohen, jonathankappler, beckigray, Fitzsimon, BrentWoodcox, JDavisPolRpt, M2MPolitics, ncinsider

This is just the tip of the iceberg! There are many, many local voices on Twitter. Why not join the conversation?

## New NCGA Mobile Web Site

During the 2011 session, the NC General Assembly mobile web site went online. It can be accessed at: <http://mobile.ncleg.net/> and provides a more mobile device friendly version of the General Assembly website. The mobile site does not provide the same extensive amount of information as the full site, however, it does provide access to Bill Look-Up information, News, Audio, Calendars, Committees, and Member lists. The General Assembly IT folks are seeking input on the mobile site and your comments are welcome.

**North Carolina Professional Lobbyists Association**  
150 Fayetteville Street, Suite 1270; P.O. Box 905  
Raleigh NC 27602  
Phone: 919-821-6860 Fax: 919-834-8880

# 2011 Lobster Awards & Annual Meeting

## Report from the NCPLA Events Committee

The 2011 Annual Meeting is planned for **October 10-11** at the Holiday Inn Brownstone in Raleigh and plans are already underway.

The Events Committee Senior Management Team met recently to map out the beginnings of the 2011 Lobster Awards. This year, the Lobster Awards will be celebrating its 5th anniversary. Time flies! Preliminary plans for the awards include having NCPLA members present the awards — much like that Oscar show. So, brush up on your speaking skills and call your stylist because you just may be a Lobster presenter this year.

The Committee is soliciting ideas for awards. As usual, we “try” to make them funny and some-

times we succeed. So, if you have an idea for a category and nominees, please send them to us.

## Call For Video!

If you have seen a funny press conference, political video clip, etc., we want to know about it! Please help us round out the show with your contributions.

See you at the Lobsters!

Mark your calendars now for the  
2011 Annual Meeting  
October 10-11, Holiday Inn Brownstone  
Raleigh, NC

# Annual NCPLA Golf Tournament

Since the dawn of time, Joe Stewart has been organizing the NCPLA Annual Golf Tournament, but now it's time to pass the putter. Many thanks to Joe for making the Tournament such a success year after year.

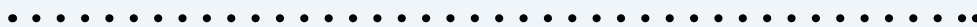
Matt Harrell has graciously agreed to plan this year's tournament and has already gotten the plans rolling toward another great outing! This year the tournament will be held at Lonnie Poole Golf Course in Raleigh on Monday, October 10.

The tournament will be a Shotgun Start at 9 a.m. and the format will be a modified Captains Choice. At 1:30 p.m., golfers will be treated to “Kick Back with a Cook Out” including burgers, hot dogs, baked beans,

chili and all the trimmings you will need for a great day at a beautiful golf course.

If you've never played the Lonnie Poole Golf Course, it's a beautifully sculpted course designed by Arnold Palmer. The course offers views of the Raleigh skyline and Centennial Campus of NCSU. The course is used by the University's championship men's and women's golf teams.

Watch for details and information on registering for the tournament as well as sponsorship opportunities — coming soon!



## SAVE THE DATE!

Join your fellow NCPLA friends for a Networking Happy Hour!

Thursday, September 8th from 5:00 - 7:00 pm at Sitti

Cocktails and light hors d'oeuvres will be provided

# 2011-2012 NCPLA Board of Directors

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## NCPLA 2011 Calendar

**Mark Your Calendars Today!**

**October 10 - 11, 2011**

**Holiday Inn Brownstone, Raleigh**

**Annual Meeting • Golf Tournament • Board of Directors Meeting**

# Get Connected!

## NCPLA Provides Wireless Connectivity at the Legislature

NCPLA has sponsored wireless internet connectivity at the Legislative Building Phone Room since 2009.

NCPLA members are able to log on to the system anytime with their wireless devices to access the Internet. "We found that there was a need for this type of service and it seemed like a good and relatively inexpensive benefit to provide to our members," stated John Policastro, former NCPLA President. Former NCPLA President Bill Scoggin was instrumental in working with legislative staff to provide the Internet connection.

NCPLA has a long history of providing technology to assist members at the Legislative Building. Over the past decade the Association has provided copying, fax, and scanning capabilities in the phone

center as well. As new technologies emerge, NCPLA will strive to stay as innovative as possible and provide access to tools that will be useful to members.

You can access the NCPLA wireless network at the Legislative Phone Room and in areas near the phone center by searching for the following SSID network: MONTAGERESEAU. The WEP KEY for access is 4C4F424D52. Please note, the SSID is not broadcast from the wireless router and may have to be specifically typed into your device along with the WEB KEY in order to connect. Also, be sure to enable your device connection so that it will connect with the network even when the SSID is not broadcast.

## Legislative Committee Report

**The Legislative Committee worked hard this session to address various ethics and lobbying laws.**

The Senate budget proposed the creation of a regulatory reform structure that would have established the State Board of Elections and Ethics Enforcement which would have been responsible for overseeing all aspects of the ethics and lobbying laws. The purpose of which was to create a system for comprehensive oversight of the ethics and lobbying laws in North Carolina. This proposal was removed from the final consensus budget between the House and Senate. However, it is expected to be revisited as a separate piece of legislation in the short session.

There were also modifications made to the year-end filing requirements as well as other clarifying changes to the ethics and lobbying laws. Most notably, Senate Bill 620 (S.L. 2011-393) clarifies that "the cumulative combined total of all payments for lobbying and other

activities made by the principal to all lobbyists registered for that lobbyist principal shall be reported as one cumulative amount with no further division or allocation by individual lobbyist, activity, or any other categorization." requires payments for lobbying and other activities to be reported as one cumulative amount for all lobbyists in the last report for the registration period. S.B. 620 becomes effective October 1, 2011, and applies to reports filed on or after that date. It will be important to see what if any reporting form changes are made by the Secretary of State in response to this legislation. The current "2011 Lobbyist Principal's Annual Statement of Payments for Lobbying" form requires a listing of total payments for services to all lobbyists, but also requires the reporting of individual payment for services by lobbyist.

# NCPLA Member News

Robert Fleming, son of **Mark Fleming**, won the 2011 Robert Ruark Award in Creative Writing. You may go to Robert Ruark Society website found at [www.robertruark.org](http://www.robertruark.org)



and see more photos and read Robert's story. (You may also recognize one of the characters name Durwood in his story.) Congratulations to the Fleming family on this outstanding achievement!

The North Carolina Banking Institute has honored NCPLA Board Member **Paul Stock**. Paul is Executive Vice President and Counsel for the NC Bankers Association.



Lisa Broome, Director of UNC School of Law's Center for Banking and Finance, and faculty advisor to the North Carolina Banking Institute Journal, presented Paul with the *Center for Banking and Finance Leadership Award* during a special dinner held in conjunction with the annual Banking Institute in Charlotte.

In her remarks, Professor Broome recognized Paul for his outstanding and dedicated service to the banking industry, forward-thinking and inclusive approach to legislation, and the continued and tireless support he has provided in helping to build the Banking Institute. The attorneys and bank executives in attendance gave Paul a very warm round of applause when he received the award. Paul embodies the best qualities of what it means to be a great lobbyist, banker, attorney, and leader.

**Paula Wolf** is a Grandmother! Evelyn Joy Luhm was born on April 19, 2011. Weighing in at 4 pounds 6 ounces, she was 8 weeks early and spent a week in the NICU, but is growing well and thriving! Evelyn Joyce has now more than doubled her birth weight! Congratulations to Paula who says, "She is my heart!"



NCPLA member **Annette Newkirk** advanced through several rounds of Fox's talent show, *The X Factor*. While the show doesn't air until September, Annette was able to share with us that she did make it through multiple auditions and rounds in the show. In fact, she was able to reveal that she just returned from Seattle this week after singing on the stage in front of an audience of 3,000, including judges Simon Cowell and Paula Abdul! If you want to know the results of the show, you need to watch *The X Factor* in September.

The North Carolina Center for Health & Wellness at UNC Asheville has been named in honor of **Wilma Sherrill**. The naming was announced by UNCA Board of Trustees Chairman Jim Buckner. "Wilma Sherrill has worked tirelessly for decades as a champion of health, disease prevention, families and children, economic development, and education at all levels," Buckner said.



The N.C. Center for Health & Wellness serves as a statewide resource for health and wellness professionals. The center's initial focus will be on childhood obesity, workplace wellness and healthy aging. While serving as UNCA's special assistant to the chancellor on external affairs from 2008 to 2009, Sherrill helped define the work of the N.C. Center for Health & Wellness and played a key role in raising more than \$5 million in contributions for health and wellness programs.